

So What Is Google?

Google is a web **search engine** that lets you find other sites on the web based on keyword searches. Google also provides specialized searches through blogs, catalogs, videos, news items and more.

However, Google also provides Internet services that let you send emails (gmail) create blogs, and publish web pages.

Google has social networking tools, organization tools, and chat tools, services for mobile devices, and even Google branded merchandise.

The biggest and most popular Google service is the web search. Facility. Google's web search engine is well known for providing relevant search results with a clean interface. Currently Google is the largest and most popular web search engine in the world.

Advanced Searching:

Google expanded beyond simply finding websites based on keywords. You can search within printed books with Google [Book Search](#), search for news items with [Google News](#), search for video files with [Google Video](#), or search for products for purchase with Froogle.

Communication Tools:

Communication tools include [Blogger](#), Calendar, [Gmail](#), Groups, Hello, and Talk.

Google Downloads:

Desktop software applications include [Earth](#), [Picasa](#), and [Toolbar](#).

Mobile Tools:

Tools for mobile devices include the mobile version of [Google News](#), SMS, and Maps for Mobile.

How Google Makes Money:

Most services Google provides are free, meaning that the user does not have to pay money to use them. The way they achieve this while still making money is through unobtrusive, targeted text advertisement links.

A Bit More Detail

Google Books -Google has been scanning books from public

libraries and other sources for years. They still have a huge collection of books that are out of copyright, and that means you've got access to an entire library of classic literature that you can read on the computer or on a variety of mobile devices and eBook readers. The first step is to go to make sure you're logged into your Google Account and go to Google Books at books.google.com.

You may be used to the old Google Book Search, which was primarily used for research. Their search engine would search through their library of books and provide you with anything from a snippet to an entire book, depending on the book's copyright status and Google's agreement with publishers. You can still use Google Books that way, but in this case we want to read the entire book, so we're going to choose to go to the Google [eBookstore](#) by clicking the appropriate button.

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Froogle is free to search and free to list products or services available for sale. Merchants list items for sale through

Google Video is on the Web at video.google.com, but it's easier to get there by just clicking on the video link within a regular Google search. Google Video suggestions will also appear inline whenever you make a standard Google search query that Google's search algorithm determines might be answered by videos. For instance, searching for "big bang theory" produces results about both astrophysics and inline video results for clips and episodes of *Big Bang Theory*, the American sitcom starring Jim Parsons.